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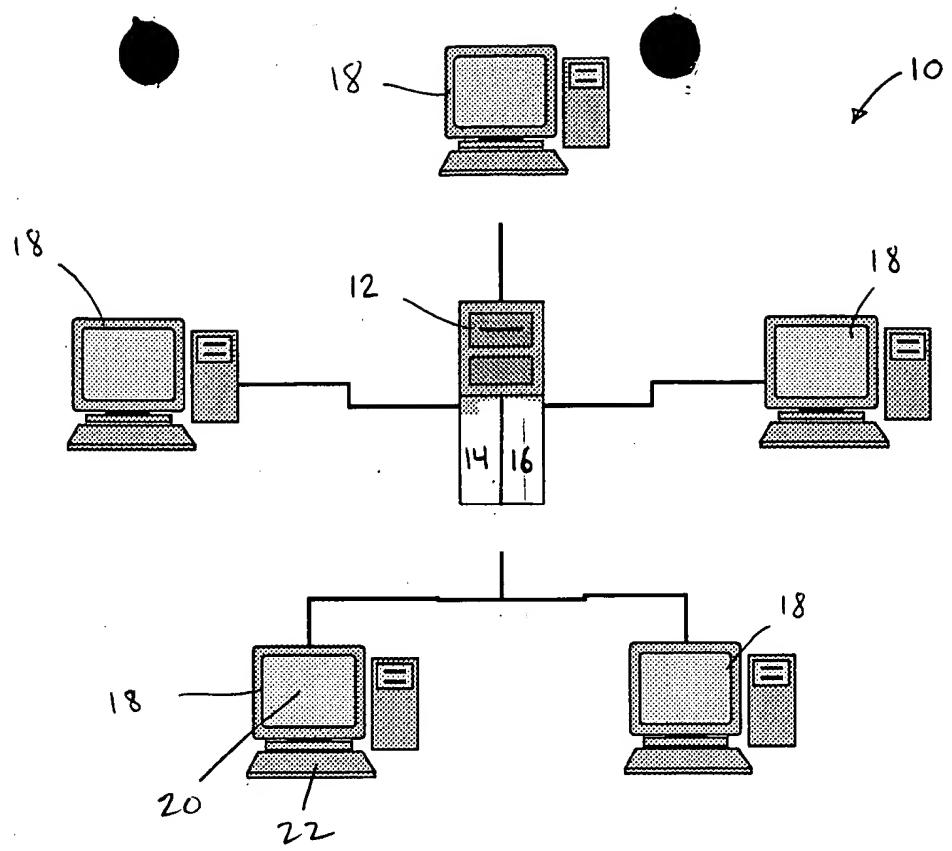


FIG. 1

### Program Action

100 Show welcome page and accept first name

### Options available

### User Input

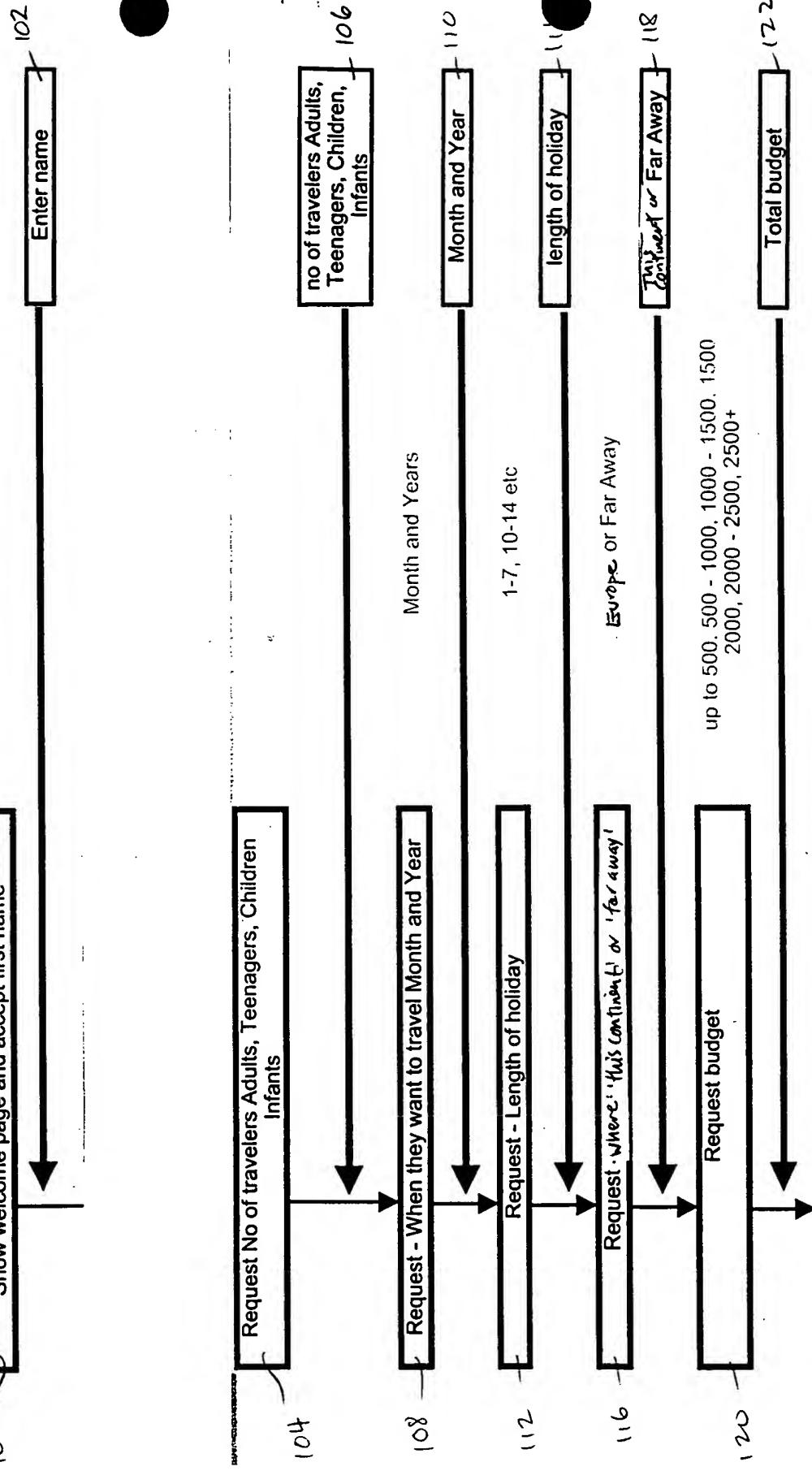


Fig. 2A

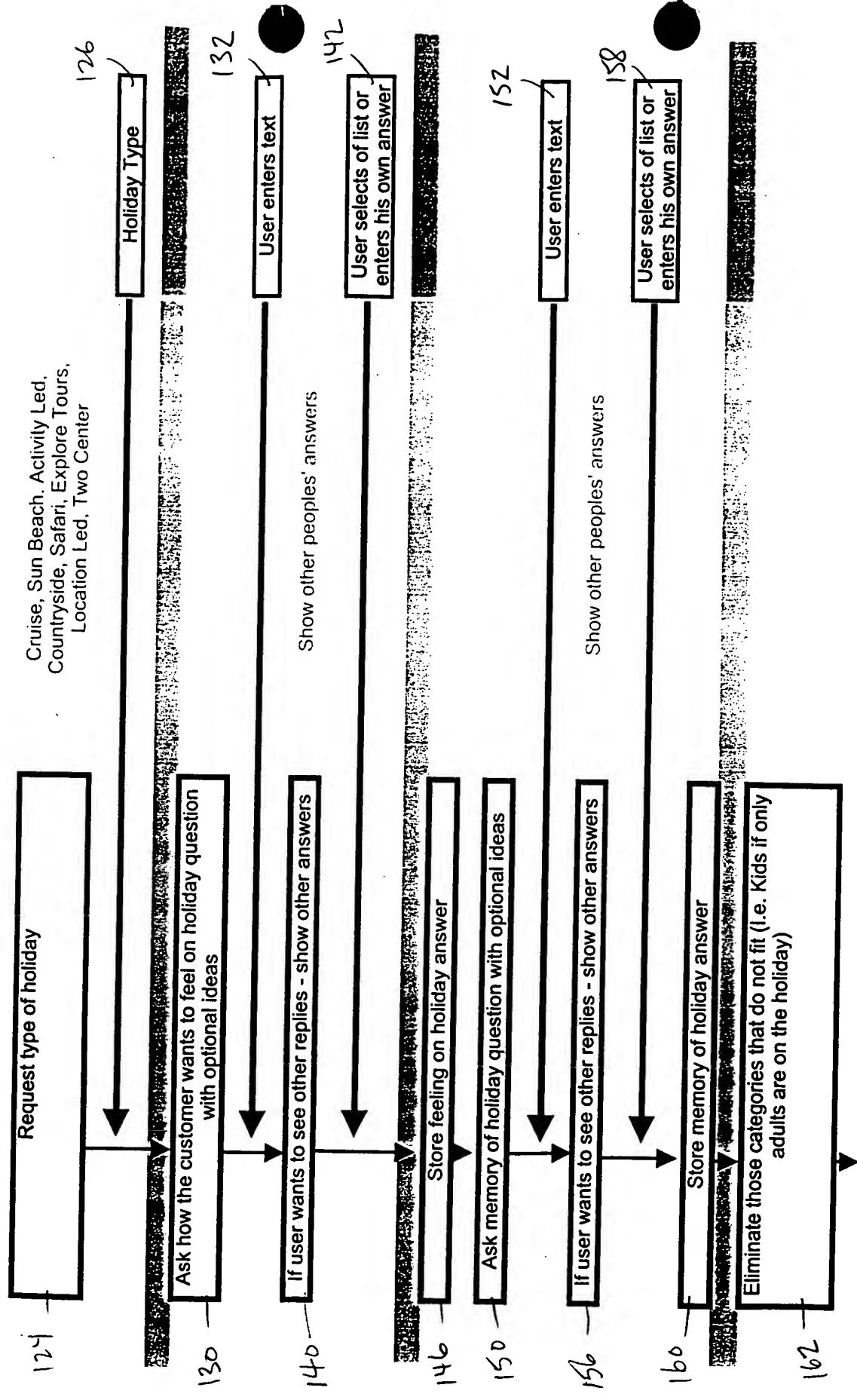


FIG. 2B

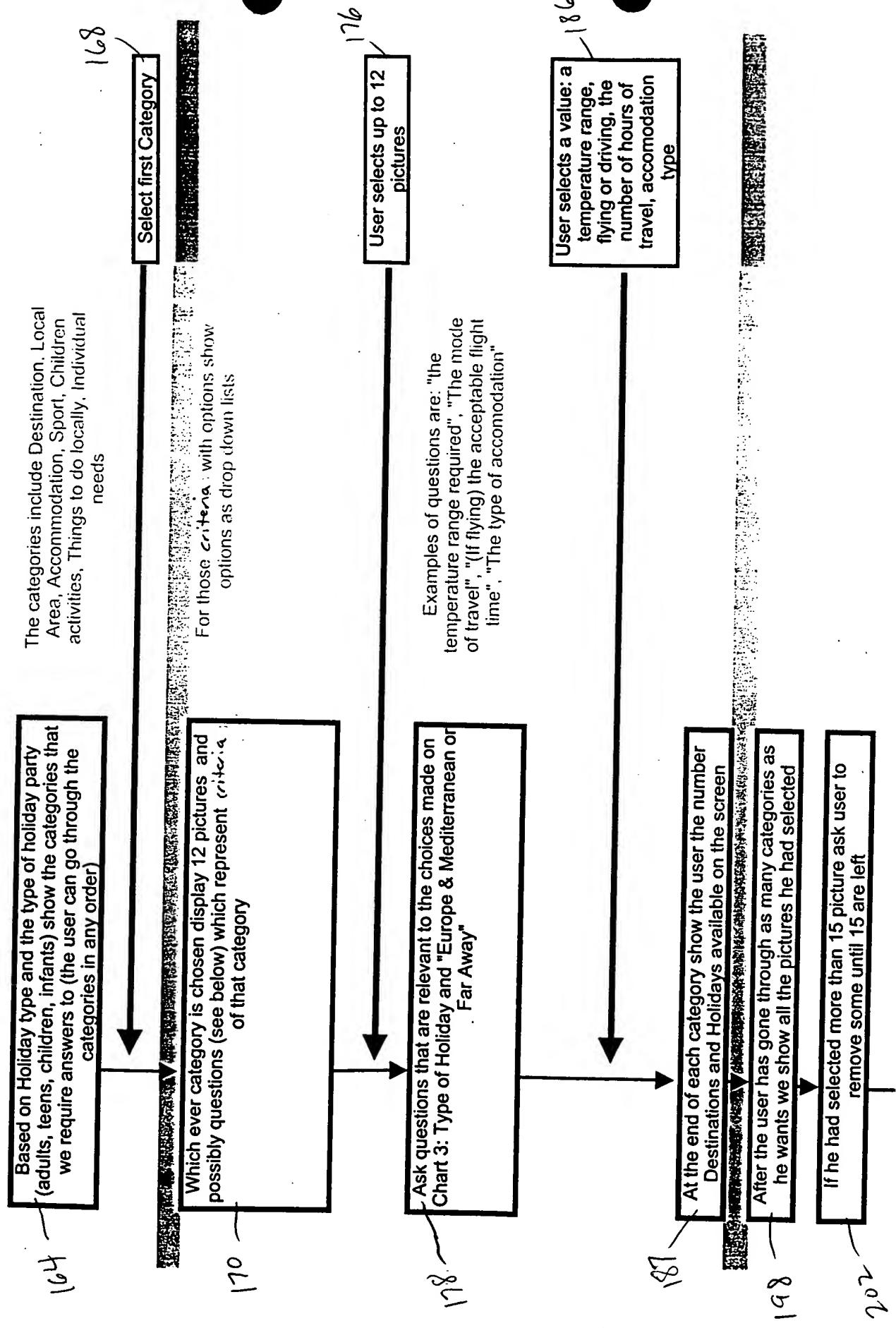
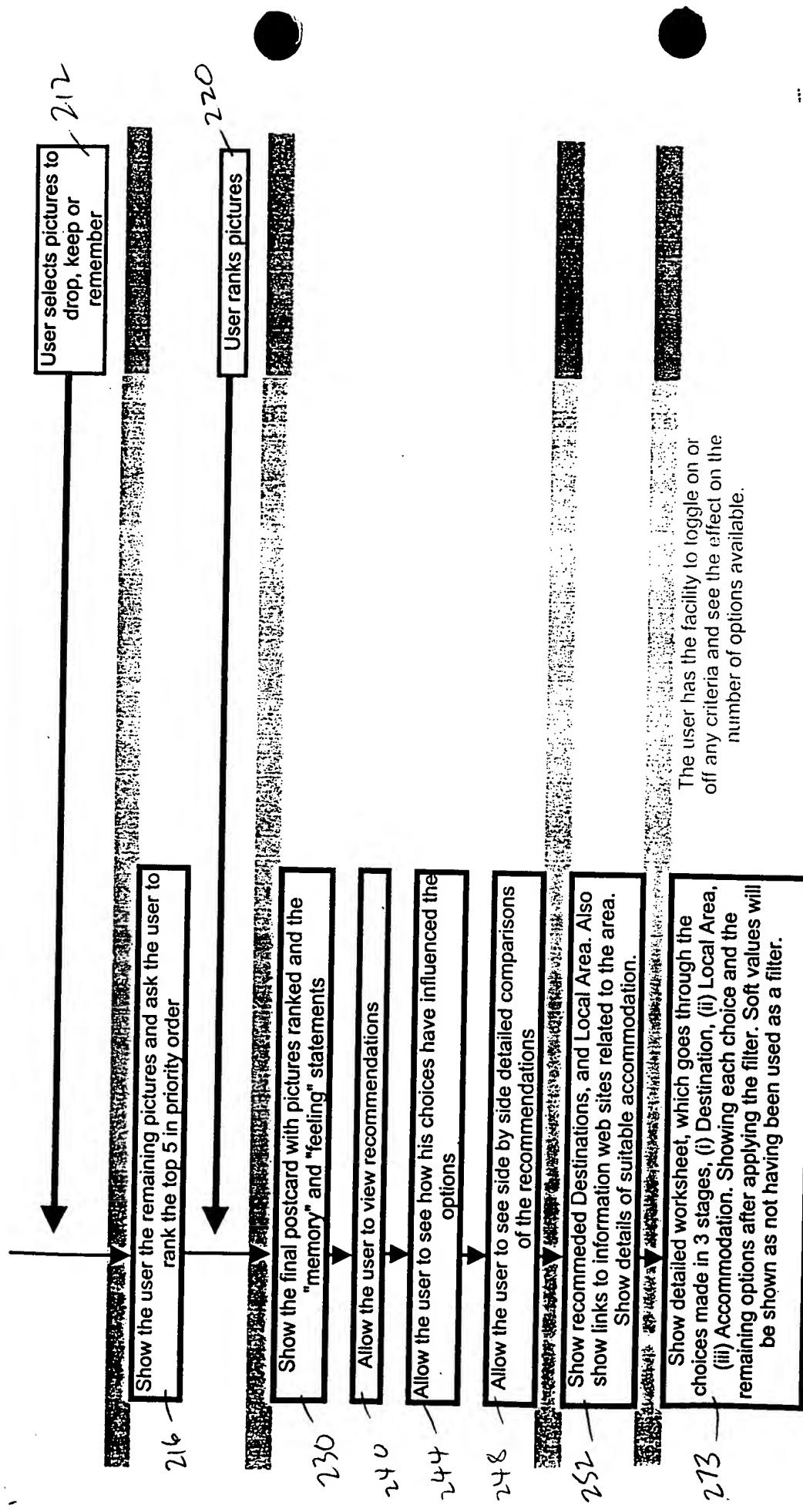


FIG. 20





The Holiday Makers

128  
130  
132  
134  
136  
138  
140  
142  
144

Let's establish the two most important aspects of any holiday?

Firstly,

How do you want to feel on this holiday?

Done!

Ideas

Feel free to have a look at what other people have said.

Stop & Save

How can we help?  
Type of Holiday  
Getting clear  
Your Postcard  
Recommendations

Rob's Postcard



FIG. 3

**Airtours**

The Holiday Makers

TOOK 4000 1500 1000 500 200 100 50

128

134

136

Stop & Save

How can we help?  
Type of Holiday  
Getting clear  
Your Postcard  
Recommendations

Rob's Postcard



Let's establish the two most important aspects of any holiday?

Firstly,

How do you want to feel on this holiday?

Edit

Ideas Feel free to have a look at what other people have said.

148

What do you want your overwhelming memory to be?

Done!

154

Ideas Feel free to have a look at what other people have said.

Go

FIG. 4

# Airtours

The Holiday Makers

Get Clear Menu  
Location  
Where to stay  
What to do  
Key for children  
Treats for others  
Local Area

## Stop & Save

How can we help?  
Type of Holiday  
Getting clear?  
Your Postcard  
Recommendations

## Rob's Postcard



You can do as many or as few of these getting clear sections as you want, and in any order. Remember your finished card is limited to fifteen images, but if you do choose too many from these sections you can always drop some to make your final list.

166a



Destination

Click on an image to start

166b



Local Area

166c



Accommodation



Important for Kids

166d



Thing to do

166e



Individual Needs

166f

Fig. 5

TO 907020202025260



Get Clear Menu  
Location  
Where to stay  
What to do  
Key for children  
Treats for others  
Local Area

170

Stop & Save

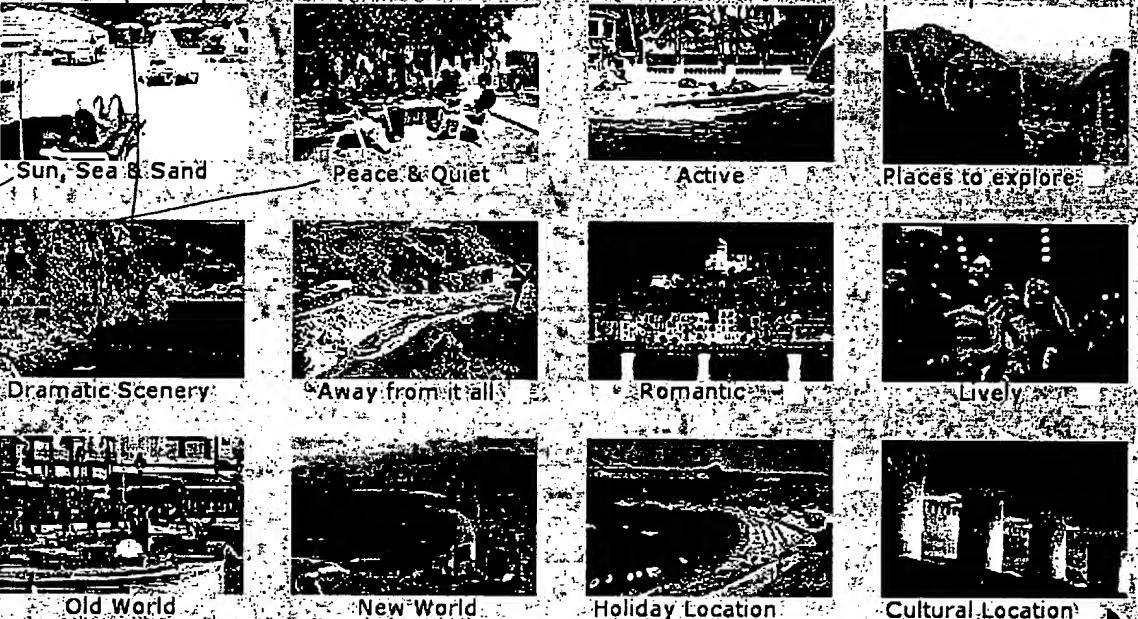
How can we help?  
Type of Holiday  
Getting clear  
Your Postcard  
Recommendations

Rob's Postcard



What sort of European/Mediterranean Beach destination do you fancy?

Check white boxes on the ones for you. Not too many!



What temperature suits? 80>90

184

How will you travel?

Air

Go

What about flight times? 8-12 hrs

180

182

FIG. 6

172b

## Airtours

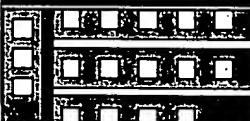
The Holiday Makers

Get Clear Menu  
Location  
Where to stay  
What to do  
Key for children  
Treats for others  
Local Area

### Stop & Save

How can we help?  
Type of Holiday  
Getting clear  
Your Postcard  
Recommendations

### Rob's Postcard



What sort of far away Beach destination do you fancy?

Check white boxes on the ones for you. Not too many!



Sun, Sea & Sand



Peace & Quiet



Active



Adventurous



Dramatic Scenery



Island



Romantic



Lively



Old World



New World



Holiday Location



Cultural Location

What temperature suits? 80 > 90

What about flight times? 8-12 hrs

How much rain is OK? Under 3"

Do you mind getting? Jabs No. Visa No.



FIG. 7

**Airtours**

The Holiday Makers

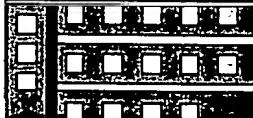
Get Clear Menu  
Location  
Where to stay  
What to do  
Key for children  
Treats for others  
Local Area

188

Stop & Save

How can we help?  
Type of Holiday  
Getting clear  
Your Postcard  
Recommendations

Rob's Postcard



## What are you looking for in the local area where you'll stay?

Select the things that interest you most. But please note that the actual places featured whilst in Europe may not be in the Area you are going to.



On the Strip



Out of town



Scenic Views



Seclusion



Modern



Heritage



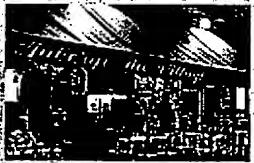
Passion for food



Glamorous



Night Life



Restaurants



Street cafes



Local Markets

Go

FIG. 8

**Airtours**

The Holiday Makers

Get Clear Menu  
Location  
Where to stay  
What to do  
Key for children  
Treats for others  
Local Area

+90

Stop & Save

How can we help?  
Type of Holiday  
Getting clear  
Your Postcard  
Recommendations

Rob's Postcard



What kind of accommodation do you want?

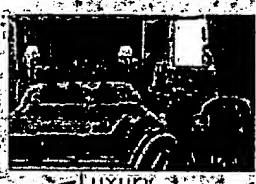
Where would you like to stay?

Hotel

Resort

Apartment

Villa



Luxury



Standard



Basic



Food Options



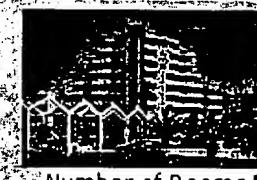
Modern



Traditional



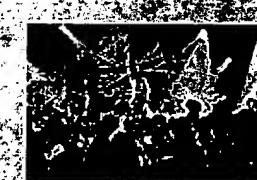
Classic Property



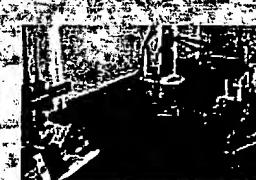
Number of Rooms



Distance to Beach



Onsite Entertainment



Gym



Swimming Pool



FIG. 9

**Airtours**

The Holiday Makers

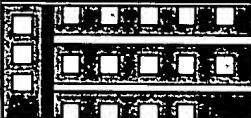
Get Clear Menu  
Location  
Where to stay  
What to do  
Key for children  
Treats for others  
Local Area

192

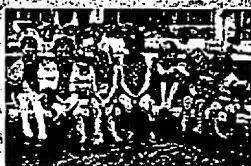
Stop & Save

How can we help?  
Type of Holiday  
Getting clear  
Your Postcard  
Recommendations

**Rob's Postcard**



What is going to be important for your kids?



Playmates



Games



Kids Club



Children's Pool



Baby Sitting



High Chairs/Cots



Children's Menus



Safe Disco



Safe Beach



Play Area



4-5 Bed Rooms



Joining Rooms

Go

FIG. 10

**Airtours**

The Holiday Makers

Get Clear Menu  
Location  
Where to stay  
What to do  
Key for children  
Treats for others  
Local Area

1.94

Stop & Save

How can we help?  
Type of Holiday  
Getting clear  
Your Postcard  
Recommendations

**Rob's Postcard**



## What do you want to do on holiday?

Select the things that interest you most. But please note that the actual places featured whilst in Europe may not be in the Area you are going to.



Restaurants



Family eating out



Shopping



Shopping



Street Gates



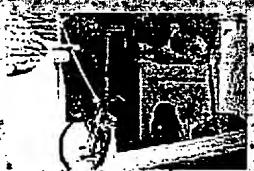
Be Pampered



Romantic Evenings



Clubbing



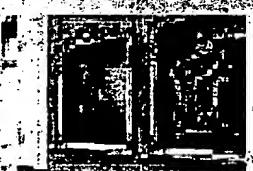
Bike/Car Hire



Beauty Spots



Historic Places



Museums

FIG. 11

196

## Airtours The Holiday Makers

Get Clear Menu  
Location  
Where to stay  
What to do  
Key for children  
Treats for others  
Local Area

### Stop & Save

How can we help?  
Type of Holiday  
Getting deal  
Your Postcard  
Recommendations

### Rob's Postcard



## Individual Needs

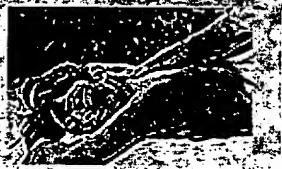
### Vegetarian Meals



### Wheelchair Access



### No Dogs at Property



### No need to climb stairs or Lift

### Owners Pets allowed

### Owners Pets allowed

Write your own

Write your own

Write your own

FIG. 12

204

You have selected 23 images, which now need to be reduced to 15.  
 Please drop 7 by clicking on the tabs to indicate which to keep or drop.  
 We will take account of any you drop in evaluating recommendations.

**Airtours**  
The Holiday Makers

### Rob's personal Postcard - May 2001

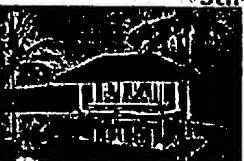
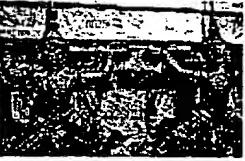
2 Adults 2 Children	1st	2nd	3rd	4th	5th
					
Europe & Med	Hideaway gems	Resort	Landmark Cities	Romantic	Hilltop Retreat
206	Keep <input checked="" type="checkbox"/> 210	Drop <input type="checkbox"/> 208	Keep <input checked="" type="checkbox"/> 210	206 210	Keep <input checked="" type="checkbox"/>
Sun-Beach					
10-14 days	Dramatic	Desert Island	Resort	Inspirational	Dramatic
Budget: £2000- 2500	Drop <input type="checkbox"/>	Drop <input type="checkbox"/>	Keep <input checked="" type="checkbox"/>	Keep <input checked="" type="checkbox"/>	Keep <input checked="" type="checkbox"/>
<b>Stop &amp; Save</b>					
Romantic	Lively	Harbour Views	Scenic Coast	Desert Island	
Drop <input type="checkbox"/>	Keep <input checked="" type="checkbox"/>	Keep <input checked="" type="checkbox"/>	Drop <input type="checkbox"/>	Keep <input checked="" type="checkbox"/>	
					
Romantic	Lively	Harbour Views	Scenic Coast	Desert Island	
Drop <input type="checkbox"/>	Keep <input checked="" type="checkbox"/>	Keep <input checked="" type="checkbox"/>	Drop <input type="checkbox"/>	Keep <input checked="" type="checkbox"/>	

FIG. 13

200

218

Prioritise your top five, which will then appear on the top row of your postcard.  
The remainder of your preferences will appear below and will still be used in our recommendations.

Airtours

## Rob's personal Postcard - May 2001

1st	2nd	3rd	4th	5th
2 Adults 2 Children	Europe & Med			
Hideaway gems	Resort	Landmark Cities	Romantic	Hilltop Retreat
<input checked="" type="checkbox"/> Put in my top five 4	<input checked="" type="checkbox"/> Put in my top five 1	<input checked="" type="checkbox"/> Put in my top five 2	<input checked="" type="checkbox"/> Put in my top five 3	<input checked="" type="checkbox"/> Put in my top five 5
222				
Sun-Beach	Desert Island	Resort	Inspirational	Dramatic
<input checked="" type="checkbox"/> Put in my top five 3	<input checked="" type="checkbox"/> Put in my top five 1	<input checked="" type="checkbox"/> Put in my top five 2	<input checked="" type="checkbox"/> Put in my top five 5	<input checked="" type="checkbox"/> Put in my top five 2
Budget: £2000- 2500				
Romantic	Lively	Harbour Views	Scenic Coast	Desert Island
<input checked="" type="checkbox"/> Put in my top five 4	<input checked="" type="checkbox"/> Put in my top five 3	<input checked="" type="checkbox"/> Put in my top five 2	<input checked="" type="checkbox"/> Put in my top five 1	<input checked="" type="checkbox"/> Put in my top five 1

214

FIG. 14

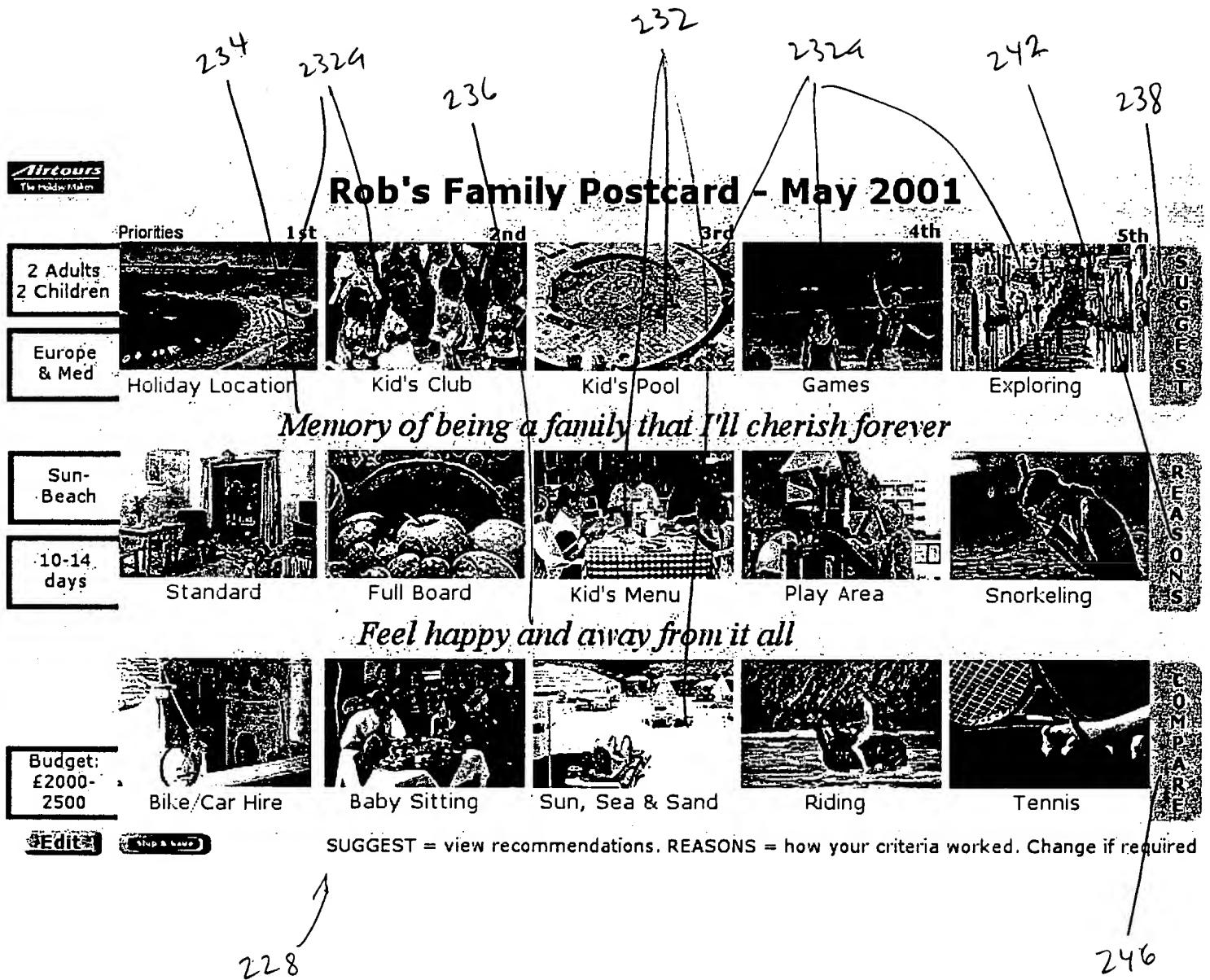


FIG. 15

000000000000000000000000

254

253a ————— Barbados

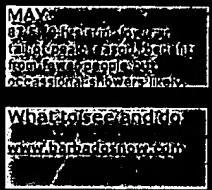
258 —————

256 —————

264 —————

250 —————

RECOMMENDATIONS

<b>ALMOND BEACH CLUB</b> Holetown St James	<b>St James Beach</b> The main town on the south coast of Barbados. You will find the best golden sandy beaches, its quality accommodation, professional friendly staff, great restaurants, many bars and entertainment, highly recommended.	<b>MAYA</b> One of the most popular and well known areas in Barbados. It has golden beaches, a large number of restaurants, bars and nightclubs, a variety of activities and a friendly atmosphere.
161 rooms, in beautiful 32 acre gardens, all with air conditioning. Choice of restaurants and bars. Beach front; Pools; Tennis Courts; Watersports; Spa, and wide range of pampering and relaxation treatments.		
<b>PRICE:</b> 2 Adults x 14 nights @ circa £4125 7 Nights 1229 extra nights 119 Full board; local drinks; and sports		
<b>FLIGHTS:</b> Heathrow: Mon/Thurs/Sun Gatwick: Daily		
<b>AVAILABILITY:</b> May usually shows some spare capacity.		

<b>CORAL REEF CLUB</b> Holetown St James		<b>PRICE:</b> 2 Adults x 14 nights @ circa £4538 7 Nights from 1296 extra nights 139 Full board; local drinks; and sports
85 rooms, in beautiful gardens, all spacious with air conditioning. Choice of restaurants and bars. Beach front; Pools; Tennis Courts; Watersports; Spa, and wide range of pampering and relaxation treatments.		<b>FLIGHTS:</b> Heathrow: Mon/Thurs/Sun Gatwick: Daily
<b>AVAILABILITY:</b> May usually shows some spare capacity.		

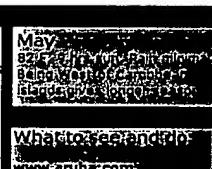
253b ————— Aruba

266 —————

268 —————

270 —————

RECOMMENDATIONS

<b>ARUBA MARRIOTT RESORT</b> Palm Beach	<b>Palm Beach</b> The most southern resort on the island of Aruba, it is a quiet and peaceful place. You can relax on the beach or the palm beach, or go for a walk along the coast. There are also many activities available, such as tennis, swimming, and water sports.	<b>MAYA</b> One of the most popular and well known areas in Aruba. It has golden beaches, a variety of activities and a friendly atmosphere.
411 rooms, in 10 acres tropical gardens, all with air conditioning. Choice of restaurants and bars. Beach front with Pool; swim up bar; Tennis Courts; Watersports; Spa; Sauna; Shops and Casino.		
<b>PRICE:</b> 2 Adults x 14 nights @ circa £3098 Room Only 7 Nights from 1069 extra nights 68		
<b>FLIGHTS:</b> Daily via Amsterdam		
<b>AVAILABILITY:</b> May usually shows some spare capacity.		

Rob's Postcard

FIG. 16



## This is how your choices influenced your options

TYPE OF PACKAGE	Sun/Beach	<input checked="" type="checkbox"/> Edit	139 destinations with 7,500 hotels/villas/appartments
DURATION	10-14 days	<input checked="" type="checkbox"/> Edit	139 destinations with 7,500 hotels/villas/appartments
TRAVELLERS	2 adults	<input checked="" type="checkbox"/> Edit	139 destinations with 7,500 hotels/villas/appartments
HOW FAR ?	Far Away	<input checked="" type="checkbox"/> On/Off	92 destinations
BUDGET	2500-3000	<input checked="" type="checkbox"/> On/Off	92 destinations
FLIGHT TIME	8-12 hrs	<input checked="" type="checkbox"/> On/Off	36 Destinations
DATE	May	<input checked="" type="checkbox"/> On/Off	36 Destinations
TEMPERATURE	80-90	<input checked="" type="checkbox"/> On/Off	Kenya (Mombasa/Malini), Maldives, Seychelles, Sri Lanka, Antigua & Aruba, Bahamas, Barbados, Cayman, Cuba, Grenada, Jamaica, Nevis, St Kitts, St Lucia, Trinidad & Tobago, Turks & Caicos, Orlando and China (Peking)
RAINFALL	under 3"	<input checked="" type="checkbox"/> On/Off	Aruba, Barbados, China (Peking)
LOCAL AREA	Resort	<input checked="" type="checkbox"/> On/Off	Aruba, Barbados
	Romantic	<input checked="" type="checkbox"/> On/Off	A matter of personal judgement
	Inspirational	<input checked="" type="checkbox"/> On/Off	A matter of personal judgement
	Glamorous	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach, Auba, Palm Beach
ACCOMODATION	Luxury	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3, Aruba, Palm Beach x 1
	Full Board	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3, Aruba, Palm Beach x 1
	Pool	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3, Aruba, Palm Beach x 1
	Beachfront	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3, Aruba, Palm Beach x 1
SPORTS	Suba Diving	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3, Aruba, Palm Beach x 1
THINGS TO DO	Restaurants	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach = Amond Beach Club = Coral Reef Club Auba, Palm Beach = Aruba Marriott Resort

### Rob's Postcard



- How can we help?
- Type of Holiday
- Getting clear
- Your Postcard
- Recommendations

282

280

274

276

278

272

FIG. 17



## This is how your choices influenced your options

TYPE OF PACKAGE	Sun/Beach	<input checked="" type="checkbox"/> Edit	139 destinations with 7,500 hotels/villas/appartments
DURATION	10-14 days	<input checked="" type="checkbox"/> Edit	139 destinations with 7,500 hotels/villas/appartments
TRAVELLERS	2 adults	<input checked="" type="checkbox"/> Edit	139 destinations with 7,500 hotels/villas/appartments
HOW FAR?	Far Away	<input checked="" type="checkbox"/> On/Off	92 destinations
BUDGET	2500-3000	<input checked="" type="checkbox"/> On/Off	92 destinations
FLIGHT TIME	8-12 hrs	<input checked="" type="checkbox"/> On/Off	36 Destinations
DATE	May	<input checked="" type="checkbox"/> On/Off	36 Destinations
TEMPERATURE	80-90	<input checked="" type="checkbox"/> On/Off	Kenya (Mombasa/Malini), Maldives, Seychelles, Sri Lanka, Antigua & Aruba, Bahamas, Barbados, Cayman, Cuba, Grenada, Jamaica, Nevis, St Kitts, St Lucia, Trinidad & Tobago, Turks & Caicos, Orlando and China (Peking)
RAINFALL	under 3"	<input checked="" type="checkbox"/> On/Off	Kenya (Mombasa/Malini), Maldives, Seychelles, Sri Lanka, Antigua & Aruba, Bahamas, Barbados, Cayman, Cuba, Grenada, Jamaica, Nevis, St Kitts, St Lucia, Trinidad & Tobago, Turks & Caicos, Orlando and China (Peking)
LOCAL AREA	Resort	<input checked="" type="checkbox"/> On/Off	Kenya (Mombasa/Malini), Maldives, Seychelles, Sri Lanka, Antigua & Aruba, Bahamas, Barbados, Cayman, Cuba, Grenada, Jamaica, Nevis, St Kitts, St Lucia, Trinidad & Tobago, Turks & Caicos, Orlando and China (Peking)
	286		
	288		
	Romantic	<input checked="" type="checkbox"/> On/Off	A matter of personal judgement
	Inspirational	<input checked="" type="checkbox"/> On/Off	A matter of personal judgement
	Glamorous	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach, Auba, Palm Beach, Grenada, Grand Anse Beach, Antigua, English Harbour, Nevis, Pinney's Beach, Jamaica, Montego Bay
ACCOMMODATION	Luxury	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3, Aruba, Palm Beach x 1, Grenada, Grand Anse Beach x 3, Antigua, English Harbour x 1, Nevis, Pinney's Beach x 1, Jamaica, Montego Bay x 3
	Full Board	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3, Aruba, Palm Beach x 1, Jamaica, Montego Bay x 3
	Pool	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3, Auba, Palm Beach x 1, Jamaica, Montego Bay x 3
	Beachfront	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3, Auba, Palm Beach x 1, Jamaica, Montego Bay x 2
SPORTS	Suba Diving	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3, Auba, Palm Beach x 1, Jamaica, Montego Bay x 2
THINGS TO DO	Restaurants	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach = Amond Beach Club = Coral Reef Club Auba, Palm Beach = Aruba Marriott Resort Jamaica, Montego Bay = Tryall = Half Moon Club

### Stop & Save

- How can we help
- Type of Holiday
- Getting clear
- Your Postcard
- Recommendations

### Rob's Postcard



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Fig. 18

290



## Detailed side-by-side comparison of options

<b>HOTEL</b>	Royal Hideaway	Tamarind Cove
<b>DESTINATION</b>	Mexico	Barbados
<b>LOCAL AREA</b>	Yucatan Peninsula	St James Beach
<b>TRANSFER TIME</b>	45 mins	40 mins
<b>No OF ROOMS</b>	200	166
<b>FULL BOARD</b>	Yes	Yes
<b>DISTANCE TO BEACH</b>	Beachfront	Beachfront
<b>SWIMMING POOL</b>	2 main + 2 relax	4 main + 2 whirl
<b>BARS</b>	3	4
<b>FITNESS CENTRE</b>	Yes	Yes
<b>SAUNA</b>	Yes	No
<b>RESTAURANTS</b>	5	1
<b>ON-SITE ENTERTAINMENT</b>	Nightly	Nightly
<b>SPORTS FACILITIES</b>	Kayaks, windsurfing, snorkeling, catamaran, Sailing, Water Polo, Bike Hire	Waterskiing, Windsurfing, Sunfish & Catamaran sailing kayaks, snorkelling all with tuition
<b>MASSAGE</b>	Yes	No
<b>COCKTAIL PARTY</b>	Weekly	No
<b>CASINO</b>	Yes	No
<b>GOLF COURSE</b>	Nearby	
<b>ROOM SERVICE</b>	Yes	No
<b>GARDEN ROOMS</b>	Yes	Yes
<b>SUPERIOR ROOMS</b>	Yes	Yes
<b>STANDARD ROOMS</b>	Yes	Yes
<b>AIRCONDITIONING</b>	Yes	Yes
<b>TELEPHONE IN ROOM</b>	Yes	Yes
<b>TV + SATELLITE in ROOM</b>	Yes	TV
<b>CD HIFI in ROOM</b>	Yes	No
<b>RATES MAY 7 nights</b>	1397	917
<b>RATE MAY Extra Nights</b>	133	75
<b>RATE MAY Ocean View Twin</b>	17	9
<b>RATE MAY Jun Suit Pool/Garden View</b>		19
<b>RATE MAY Jun Suite Ocean view</b>		32



FIG. 19